

## ABSTRACT OF THE DISCLOSURE

To reduce the number of memories, an image processing apparatus includes a color correcting unit for sequentially processing input pixel data, a memory device provided at a preceding stage of the color correcting unit and for storing the pixel data, a region discriminating unit for discriminating a characteristic of an image region including a plurality of pixel data, and an MTF correcting unit 23 for processing, based on the determined characteristic, the pixel data processed at the color correcting unit. The number of memories can be reduced by providing the memory device at a preceding stage of the color correcting unit, compared to when it is provided at a subsequent stage.